

1. Message Signal is Directed by and from the Server

In the present invention, Applicants claim a unique approach whereupon the message signal is sent in a directed fashion by the server to multiple clients, unlike Levergood et al, for example, which merely provides access by an authorized client to certain files (see
5 Levergood: col. 6, lines 59-60). In fact, the prior art cited never sends such group messages in the same manner. This distinction is significant and patentable because none of the cited references, in particular, describe adaptive and dynamic scheme for directing transaction messages or signals from server to multiple clients, which, in significant part, belong to a pre-classified group of clients, as indicated in a special group registry.

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2. Multiple Clients are Classified According to Each Client Attribute

The invention accomplishes effective directed group messaging, for example, for commercial advertising purposes, by recognizing which clients belong to certain targeted categories or desired groupings, unlike Levergood et al, which merely identifies each
15 singular authorized client, particularly by using so-called SID associated with each client-accessed file (see Levergood: col. 5, lines 51-61). It is respectfully submitted that none of the prior art cited performs pre-classification of multiple clients according to each client attribute for such purpose. Applicants' approach entails the unique classification of multiple clients according to certain client attributes, i.e., as represented, for example, by
20 certain sensor or attribute signals, which allow directed group messages to be accomplished in a dynamically adaptive fashion.

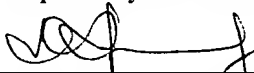
3. Directed Group Messaging is Contextually Mapped to the Group Classification

In a novel dynamic approach, Applicants' invention enables directed messaging to multiple clients that belong in a classified group, whereupon the directed message or signal is specifically related to the classifying attributes of the clients in such group. Neither
5 Levergood et al. nor any other cited references describe or suggest such scheme where directed group messaging is accomplished by relating the directed message according to the nature of the group classification. For example, although Levergood et al may provide access by more than one client to certain file or page, there is no disclosure or suggestion in the prior art that directed group messaging be specifically tied to a target group
10 classification (see Levergood: col. 10, lines 24-38). Advantageously, Applicants' concept of **contextually mapping** the directed group message to the group classification provides more effective directed group messaging, and is thereby patentably distinct.

Thus, it is submitted by Applicants that the claims are in condition for allowance.

15 Reconsideration of the rejections is requested. Allowance of the claims at an early date is solicited.

Respectfully submitted,



Dennis S. Fernandez

Reg. No. 34,160

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25 Address: Fernandez & Associates, LLP
PO Box D
Menlo Park, CA 94026-6204

Phone: (650) 325-4999

Fax: (650) 325-1203

30 Email: iploft@iploft.com